

DAFTAR PUSTAKA

- Aaker, D. A. (2012). Building strong brands: Simon and Schuster.
- Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008). *Finding high-quality content in social media*. Paper presented at the Proceedings of the 2008 international conference on web search and data mining.
- Asriani, P. S. (2013). *Analisis Nilai Tambah dan Peluang Pengembangan Ikan Kering sebagai Komoditas Unggulan Agribisnis di Kota Bengkulu Provinsi Bengkulu*.
- Astuti, S. W., & Cahyadi, I. G. (2007). Pengaruh Elemen Ekuitas Merek Terhadap Rasa Percaya Diri Pelanggan Di Surabaya Atas Keputusan Pembelian Sepeda Motor Honda. *Jurnal Ekonomi Dan Bisnis Airlangga (JEBA)/ Journal of Economics and Business Airlangga*, 17(2).
- Becker, H., Iter, D., Naaman, M., & Gravano, L. (2012). *Identifying content for planned events across social media sites*. Paper presented at the Proceedings of the fifth ACM international conference on Web search and data mining.
- Chan, A. (2010). Pengaruh ekuitas merek terhadap proses keputusan pembelian konsumen: Studi kasus bank Muamalat Indonesia cabang Bandung. *Jurnal Administrasi Bisnis*, 6(1).
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of interactive advertising*, 8(2), 16-25.
- Gallaughier, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, 9(4).
- Ghozali, I., & Chariri, A. (2016). Teori Akuntansi Internasional Financial Reporting Systems (IFRS). In.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on ekuitas merek and consumer behavior. *Journal of business research*, 69(12), 5833-5841.
- Hartanto, H., & Silalahi, E. (2013). Efektivitas Penggunaan Media Sosial Untuk Meningkatkan Brand Awareness, Functional Brand Image, Dan Hedonic Brand Image Dari Produk–Produk Samsung Galaxy. *Jurnal Manajemen*, 10(2), 187-203.
- Janie, D. N. A. (2012). Statistik deskriptif & regresi linier berganda dengan SPSS. *Jurnal, April*.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. *Journal of interactive advertising*, 10(2), 16-27.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of business research*, 65(10), 1480-1486.

- Kong, A. T., Leprevost, F. V., Avtonomov, D. M., Mellacheruvu, D., & Nesvizhskii, A. I. (2017). MSFragger: ultrafast and comprehensive peptide identification in mass spectrometry-based proteomics. *Nature methods*, 14(5), 513.
- Kothari, U. (2016). *A radical history of development studies: Individuals, institutions and ideologies*: Zed Books Ltd.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*: John Wiley & Sons.
- Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Marketing management 14/e*: Pearson.
- Kurniawati, D., & Arifin, N. (2016). Strategi Pemasaran Melalui Media Sosial dan Minat Beli Mahasiswa. *JURNAL SIMBOLIKA: Research and Learning in Communication Study*, 1(2).
- Kustanti, V. R., & Widiyanti, T. (2007). Research on supply chain in the tea sector in Indonesia. *Jakarta: The Business Watch Indonesia*.
- Labaree, R. V. (2009). *Research Guides: Organizing Your Social Sciences Research Paper: Types of Research Designs*.
- Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 19(1), 58-73.
- Lukman, M. D. (2014). Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian dan Kepuasan Konsumen Produk Teh Botol Sosro Kemasan Kotak. *Jurnal Administrasi Bisnis*, 10(1).
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.
- Martin, K., & Todorov, I. (2010). How will digital platforms be harnessed in 2010, and how will they change the way people interact with brands? *Journal of interactive advertising*, 10(2), 61-66.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of advertising*, 30(1), 13-46.
- Rangkuti, F. (2018). *Measuring Customer Satisfaction Teknik Mengukur Strat. Meningk. Kep. Plg*: Gramedia Pustaka Utama.
- Rhenald, K. (2017). Disruption. *Kompas Gramedia*.
- Saidani, B., & Arifin, S. (2012). Pengaruh kualitas produk dan kualitas layanan terhadap kepuasan konsumen dan minat beli pada ranch market. *JRMSI- Jurnal Riset Manajemen Sains Indonesia*, 3(1), 1-22.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*: John Wiley & Sons.
- Sitio, A., & Rusnali, R. (2017). ANALISIS PENGARUH ANTARA MUTU PRODUK, PELAYANAN PURNA JUAL DAN EKUITAS MEREK TERHADAP CITRA MEREK SMARTPHONE SAMSUNG. *Journal of Management and Business Review*, 14(1).
- Slamet, Y. (2006). Metode Penelitian Sosial. *Universitas Sebelas Maret Press, Surakarta*.
- Sugiyono, D. (2006). Statistika untuk penelitian. *Bandung: CV. Alfabeta*.

- Suhartanto, D. (2014). Metode riset pemasaran. *Bandung: Alfabeta*.
- Susanto, P. (2012). Pengaruh Kualitas Pelayanan Akademik dan Citra Merek Lembaga terhadap Kepuasan Mahasiswa Universitas Negeri Padang. *Tingkap*, 8(1), 65-78.
- Tsai, F. S. (2013). Probabilistic models for social media mining. In *Network and Communication Technology Innovations for Web and IT Advancement* (pp. 95-105): IGI Global.
- Yudhiartika, D., & Haryanto, J. O. (2012). Pengaruh Personal Selling, Display, Promosi Penjualan Terhadap Kesadaran Merek Dan Intensi Membeli Pada Produk Kecantikan Pond's. *Buletin Studi Ekonomi*.
- Zhu, J. (2015). *Optimization of power system operation* (Vol. 47): John Wiley & Sons.

